

(One of AWAI's top performing lists)

Writer's Digest Magazine

30-Apr-03

		Base	Selects	Total
32,953	3 Month Hotline Subscribers	\$95.00/M	\$12.00/M	\$107.00/M
51,041	6 Month Subscribers	\$95.00/M	\$7.00/M	\$102.00/M
97,322	Active Subscribers	\$95.00/M	\$0.00/M	\$95.00/M
12,972	12 Month Change of Address	\$95.00/M	\$9.00/M	\$104.00/M
35,885	12 Month Expires	\$85.00/M	\$0.00/M	\$85.00/M

Fundraising Rate \$75/M; Non-Affinity Catalog Rate \$80/M

Writer's Digest, the world's largest magazine for writers, is a monthly publication devoted to providing information, instruction and inspiration on every aspect of the writing life. In addition to teaching the craft of writing, Writer's Digest tackles the subjects of marketing one's work, getting published, and developing business skills. Each issue provides information that helps writers succeed, whether success means getting into print, finding person fulfillment through writing or building and maintaining a thriving freelance career. Regular departments detail the crafts of fiction, non-fiction, poetry and scriptwriting; the success stories of first-time and established writers; the business of writing, and the necessity of proper trademark usage.

Demographics/Profile

Average Household Income	\$67,443
Women	65%
Men	34%
College Educated	81%
College Graduates	65%
PC Owners	89%

Source

Agents	24%
Direct Mail Sold	62%
Package Insert	9%
Space Ad	5%

Minimum Order 5000

General Comments

Sample mailing piece is required for approval.

Pricing

Policy:	Net Name 85%	
Minimum:	50,000	Run Charge \$8.00/M

Outside Usage

1 st Books Library	Kalmbach Publishing	Smithsonian Magazine
Amer Soo Journalist & Auth	Levenger	UCLA Extension
American Writers&Artists Inst	Marquis Who's Who Inc	Univ of CA Riverside
Aurora University	Maryland Writers Assoc(t)	Univ of Georgia
Bookspan GC Mystery Guild	Marymount Manhattan Coll	Univ of Minnesota
Bookspan NY BOMC	Maui Writers Conference	Univ of Wisconsin
Bookspan NY Qualty Pprbck	New York University	Writer The
Childreach	New Yorker Magazine	Xlibris
Culinary Inst of America	New Yorker The	
Dennis Publishing	Poets & Writers Magazine	
Inst of Children's Lit	Quill & Quire	
Institute for Children	San Diego State Univ	

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Nightingale Conant

58,057	Quarterly Hotline	\$105/M	--DATE--
147,702	0 – 12 Months MOBs	\$100/M	04/21/03 Updated
110,992	13 – 24 Months MOBs	\$100/M	04/28/03 Confirmed
45,046	2001-2003 Business Address	\$100/M	--UNIT OF SALE--
213,648	2001-2003 Home Address	\$100/M	\$75.00 Average
42,283	6 Month Radio Generated Wealth Buyers/ Inqs	\$90/M	--GENDER--
64,862	12 Mo Mind, Body & Health	\$115/M	65% Male
109,285	24 Mo Mind, Body & Health	\$105/M	Can Select
64,885	12 Mo Wealth Buyers	\$115/M	
109,356	24 Mo Wealth Buyers	\$105/M	--SOURCE--
22, 119	24 Mo Sales Product Byrs Fundraiser Rate	\$115/M \$75/M	100% Direct Mail (Catalog)
	Counts Thru 03/2003		

NIGHTINGALE CONANT customers are success-oriented mail order buyers who spend between \$40 and \$2,000 for personal development audiocassette and CD programs. The wide array of subjects covered through both solo and catalog mailings, include: General motivation and achievement; wealth, business skills and management; mind technology, communication skills; sales; and mind, body & health. The programs feature renowned experts in each of these fields.

A collection of titles from Nightingale-Conant's extensive audiocassette & CD Programs include: Personal Development Buyers typically select from the following programs- Accelerated Learning Techniques: Brian Tracy and Colin Rose, The Aladdin Factor: Jack Canfield and Mark Victor Hansen, Conversation Power: James K Van Fleet, Dale Carnegie Leadership: Dale Carnegie Foundation, The E-Myth Seminar: Michael E Gerber, Full Alive, Fully Human: Ed Foreman, Lead the Field: Earl Nightingale, Mastermind Marketing: J. Abraham, The New Psycho-Cybernetics: Dr. Maxwell Maltz and Dan Kennedy, Psychology of Winning: Denis Waitley, Pushing the Envelope: Harvey Mackay, Science of Personal Achievement: Napoleon Hill, Secrets of Power Negotiating: Roger Dawson, Take Charge of Your Life: Jim Rohn, Unleash The Power Within: Anthony Robbins

NIGHTINGALE- CONANT (founded in 1960) is the world's largest publisher of personal development tapes featuring over 1,000 titles. The Nightingale-Conant list is unique in that you can reach top-level success-oriented people. These buyers are between 30 and 50 years of age; they are in professional managerial and sales occupations, and they hold \$75,000+ incomes. They are avid readers, home computer users, frequent fliers, and show a strong interest in real estate, investments and moneymaking opportunities, and business products.

The NIGHTINGALE-CONANT Mind, Body & Health Buyers are interested in fine-tuning their mind-body connection for perfect health and total well-being, They are also spiritual seekers looking to create meaning and balance in their lives.

The NIGHTINGALE-CONANT Wealth Buyers and Radio Generated Wealth Buyers/ Inquirers are individuals who are serious about discovering the secrets and strategies for increasing their wealth. They have purchased or inquired about products to help them obtain true financial freedom.

The NIGHTINGALE-CONANT Sales Product Buyers have learned the revolutionary selling strategies and tactics that top salespeople share in common. These motivated individuals learn how to polish their communication, planning, goal-setting, forecasting, prospecting, budgeting, and time-management skills to become the recognized leaders within their companies.